Exterior Bop A-23

PATENT OFFICE

APR 2 1 1960

DIVISIONS 81 [illegible]

Design Ideas for Modern Outdoor Lighting With L-M's Post Top Luminaire

Return to Design Div

PTL: Here is an installation of 28 PTL's along the seawall and pier at the new Shilshole Bay small boat basin, built by the Port of Seattle. PTL is a highly efficient, visually attractive luminaire with a scientifically designed optical system. It is built principally of aluminum, with a glass refractor, with collar and setscrews for mounting on 3″ or 7″ posts. Here the PTL's use 250 watt color corrected mercury lamps, and are mounted on 20-foot-high tapered tubular aluminum standards. These PTL's provide excellent and efficient illumination of the esplanade and parking area at this outstanding new Marina.

PTL's INCREASE NIGHTTIME BUSINESS at shopping centers and other parking areas . . . Provide excellent illumination on the ground, making full use of available wattage.

PTL's ARE SPECIALLY SUITED to installation in recreation areas—national, state and municipal parks, playgrounds, amusement parks and drive-in locations. They are also ideal for neighborhood subdivisions.

SOME 60 OR MORE PTL UNITS light the grounds of the Dallas State Fair. These PTL's with incandescent lamps are mounted on 20-foot standards. Half of them were installed on existing poles. Where conversion is desired, it takes only minutes!

The PTL finds innumerable applications: city and neighborhood streets where efficient, medium-level lighting is desired; school, motel, hotel and institutional grounds; swimming pools, drive-in restaurants, stores—anywhere that the hours of use and nighttime business can be increased with attractive, efficient lighting.

Conversion from old-style lantern types is easy; the old unit is simply unwired and slipped off, and is replaced with the PTL. Write for AIA folder and data sheets. If you have a special lighting problem, contact L-M Lighting Application Engineering Service—we'll be glad to work with you. Call any L-M office or mail the coupon.

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LINE MATERIAL Industries

McGRAW-EDISON COMPANY

Outdoor Lighting

PATENTS LIBRARY APR 18 1960

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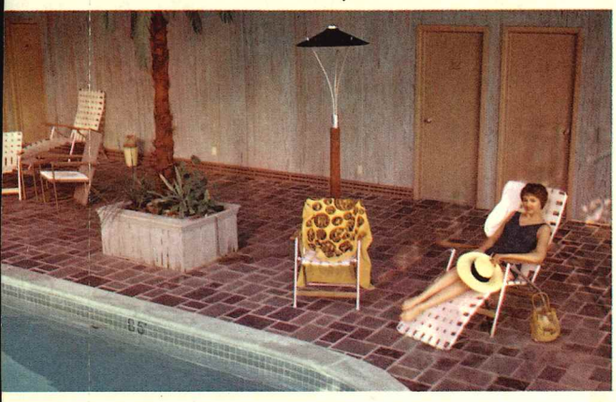
McGRAW-EDISON

D-3-3

Design Ideas For Outdoor Lighting With L-M's New LAWN-GLO Lights

LAWN-GLO FOR SUBDIVISIONS like this; for homes, estates, patios, specify the new L-M Lawn-Glo light. Modern in design, yet it harmonizes with either traditional or contemporary surroundings. This efficient unit is built to high quality standards. It replaces and outmodes the old-style inefficient lantern-type fixtures in common use. The unit is built of non-corrosive materials; it offers high efficiency, attractive appearance, many convenient features.



SWIMMING POOLS, LIKE THIS one at the attractive Leilani Motel, Milwaukee, are ideal locations for the Lawn-Glo light. It provides adequate light without glare, and greatly increases the hours in which the pool can be enjoyed.

THE LAWN-GLO IS A BETTER LIGHT for home front yards, driveways, patios. With the Lawn-Glo, the motorist sees the driveway rather than a glaring light. It provides convenience, security, and adds value to the home where it is installed.

PARKS AND RECREATION AREAS are most desirable locations for the Lawn-Glo light. The optical system takes full advantage of the low wattage requirements. These lights make parks safer, and more attractive for visitors.

Lawn-Glo is one of the latest developments of Line Material Industries, a leading manufacturer of a complete line of outdoor lighting. L-M designs equipment for streets, airports, parking areas, shopping centers. Special units are available for parks and recreation centers, hotel and motel grounds—everything from patios to super-highways. L-M also offers custom design service for architects and builders. Tell us your lighting problem—and our engineers will help you solve it—economically—either with standard or specially designed luminaires. Call any L-M office listed at right—for lighting data sheets and name of nearest distributor or mail the coupon. In Canada: CLM Industries, McGraw-Edison Canada Ltd., Toronto 13, Canada.

LINE MATERIAL® Industries Outdoor Lighting

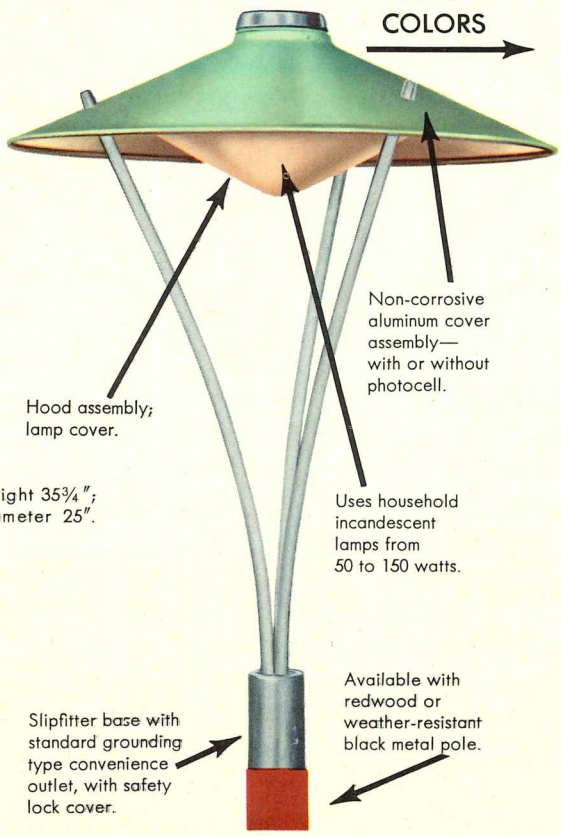
McGRAW-EDISON COMPANY

DISTRIBUTION TRANSFORMERS · RECLOSERS AND OIL SWITCHES · FUSE CUTOUTS AND FUSE LINKS · LIGHTNING ARRESTERS
POWER SWITCHING EQUIPMENT · PACKAGED SUBSTATIONS · CAPACITORS · REGULATORS · OUTDOOR LIGHTING
LINE CONSTRUCTION MATERIALS · PORCELAIN INSULATORS · FIBRE PIPE AND CONDUIT

McGRAW EDISON

PATENT OFFICE
APR 21 1960
DIVISIONS 81 & 82 2

LAWN-GLO FEATURES


CHOICE OF SEVEN COLORS
Hood assembly; lamp cover.
Non-corrosive aluminum cover assembly— with or without photocell.
Height 35¾″; diameter 25″.
Uses household incandescent lamps from 50 to 150 watts.
Slipfitter base with standard grounding type convenience outlet, with safety lock cover.
Available with redwood or weather-resistant black metal pole.

Brushed Aluminum

Carnation Pink

Walnut Brown

Niagara Grey

Electra Blue

Kentucky Green

Ebony Black

LAWN-GLO LIGHT is available with or without photocell that automatically turns light on at dusk, off at dawn. Made of non-corrosive materials for long life. Top is easily lifted off for washing or lamp replacement. Projects light down, not out. Ask to see a sample.

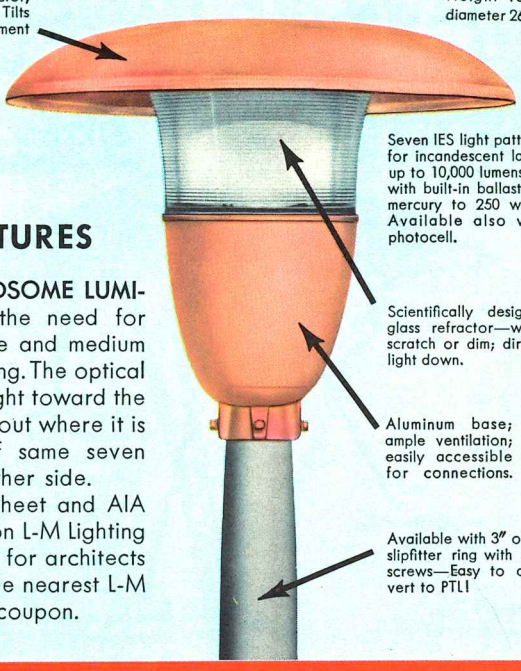
Call or phone any of these

L-M SALES OFFICES

Albany, N. Y. . . . . 966 Broadway
Albuquerque, N. M. . . . 1312 Mesilla, N.E.
Allentown, Pa. . . . . 2405 Fairview St.
Amarillo, Tex. . . . . 111 E. First St.
Anchorage (Spenard), Alaska . . . . . 4502 Lois Dr.
Arlington, Va. 204 Shirlington Trust Bldg.
Ashland, Ky. . . . . 1215 Ashland Ave.
Atlanta, Ga. . . . . 1261 Chattahoochee Ave., N.W.
Austin, Tex. . . . . 604 West Ave.
Beaumont, Tex. . . . . 875 Goliad
Birmingham, Ala. . . 1700 Vanderbilt Rd.
Bismarck, N. D. . . . . 1608 Harmon Ave.
Boise, Idaho . . . . . 510 S. 9th St.
Boston (Revere), Mass. . . . . 570 Revere Beach Pkwy.
Buffalo, N. Y. . . . . 443 Delaware Ave.
Butte, Mont. . . . . 740 S. Nevada St.
Canton, Ohio . . . . . 814 S. Woodside
Charlotte, N. C. . . . . 3205 Monroe Rd.
Chicago (Melrose Park), Ill. . . . . 4700 Lake St.
Cincinnati (Madisonville), Ohio . . . . . Erie Ct. & Pa. R. R.
Cleveland, Ohio . . . . . 850 Euclid Ave.
Columbia, S. C. . . . . 2129 Devine St.
Columbus, Ohio . . . . . 5 E. Long St.
Dallas, Tex. . . . . 1909 Hi-Line Dr.
Davenport, Iowa . . . . . 9 Shady Lane
Denver, Colo. . . . . 5105 E. 39th Ave.
Des Moines, Iowa. . 201 Continental Ave.
Detroit, Mich. . . . . 611 Stephenson Bldg.
Duluth, Minn. . . . . 3331 E. Superior St.
East Stroudsburg, Pa. . . North Burson St.
El Paso, Tex. . . . . 1701 Texas St.
Excelsior, Minn. . . . . 249A Vine Hill, Rt. 4
Fort Wayne, Ind. . . . . 2904 Inwood Dr.
Glen Burnie, Md. . . . . 705 Baltimore & Annapolis Blvd. N.W.
Grand Rapids, Mich. . . . . 1837 Providence, N. E.
Green Bay, Wis. . . . . 1119 Spence St.
Harrisburg, Pa. . . . . 2700 Paxton St.
Hartford (Newington), Conn. 54 Pane Rd.
Honolulu, Hawaii. . 1362 Kapiolani Blvd.
Houston, Tex. . . . . 5715 Navigation Blvd.
Indianapolis, Ind. . . . . 155 E. Mkt. St.
Jackson, Mich. . . . . 1514 Daniel Rd.
Jackson, Miss. . . . . 654 S. Roach
Jacksonville, Fla. . . . . 1641 Landon Ave.
Joplin, Mo. . . . . 2830 E. 18th St.
Knoxville, Tenn. . . 4206 Terrace View Dr.
Lafayette, La. . . . . 1216 Mudd Ave.
Los Angeles (Pico-Rivera), Calif. . . . . 7105 S. Paramount Blvd.
Macomb, Ill. . . . . 510 N. Pearl St.
Madison, Wis. . . . . 405 Tompkins Dr.
Memphis, Tenn. . . . . 1169 Morehead St.
Miami, Fla. . . . . 7240 N. E. 4th Ct.
Milwaukee, Wis. . . . 700 W. Michigan St.
Minneapolis, Minn. . . . . 500 W. 79th St.
Moorehead, Minn. . . . . 918 S. First St.
Nashville, Tenn. . . . . 1503 Laurel St.
New Orleans, La. . . . . 2860 Arts St.
New York, N. Y. . . . . 100 Church St.
North Kansas City, Mo. . . 1606 Burlington
Oklahoma City, Okla. . . . 317 N. E. Hill St.
Olean, N. Y. . . . . Dugan Rd.
Philadelphia, Pa. . Broad & So. Penn Sq.
Phoenix, Ariz. . . . . 625 W. Madison St.
Pine Bluff, Ark. . . . . Room 515, Simmons Bldg.
Pittsburgh (Murrysville), Pa. . . . . P. O. Box 297
Portland, Ore. . . . . 1333 N. W. 12th Ave.
Raleigh, N. C. . . . . 216 Russ St.
Richmond, Va. . . . . 4111 W. Clay St.
Roanoke, Va. . . . . 915 S. Jefferson St.
Sacramento, Calif. . 1123 Teneighth Way
St. Louis, Mo. . . . . 1520 Page Industrial Blvd.
Salt Lake City, Utah. 980 S. 6th West St.
San Antonio, Tex. . . 1512 Majestic Bldg.
San Diego (LaJolla), Calif. . 207 Nautilus
Seattle, Wash. . . . 1220 W. Nickerson St.
Sherman, Texas . . . . . P. O. Box 622
Sioux City, Iowa . . . . . 3606 Court St.
South Milwaukee, Wis. . . . . 12th & Madison Aves.
So. San Francisco, Calif. . . 360 Shaw Rd.
Spokane, Wash. . . . . East 3303 Ferry St.
Springfield, Ill. . . . . Illinois Bldg.
Syracuse, N. Y. . . . . 221 Erie Blvd. W.
Tampa, Fla. . . . . 306 N. Newport Ave.
Topeka, Kans. . . . . 1428 Belle Ave.
Tulsa, Okla. . . . . 712 Oil Capitol Bldg.
Union (Iorio Ind. Pk.), N. J. . . . . Springfield Rd.
Visalia, Calif. . . . . 7533 Avenue 304
Wichita, Kans. . . . . 1400 N. Charles
Zanesville, Ohio . . . . . Pershing Rd.

Spun aluminum reflector, in choice of colors. Tilts up for lamp replacement or cleaning.

Height 18¾"; diameter 26½".



Seven IES light patterns for incandescent lamps up to 10,000 lumens, or with built-in ballast for mercury to 250 watts. Available also with photocell.

Scientifically designed glass refractor—won't scratch or dim; directs light down.

Aluminum base; ample ventilation; easily accessible for connections.

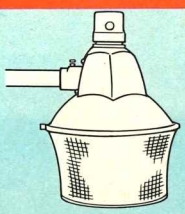
Available with 3" or 7" slipfitter ring with set-screws—Easy to convert to PTL!

PTL FEATURES

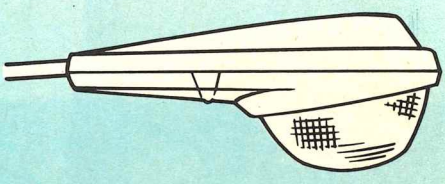
THE PTL IS A HANDSOME LUMINAIRE that meets the need for daytime appearance and medium level nighttime lighting. The optical system directs the light toward the ground, not up and out where it is wasted. Choice of same seven colors shown on other side.

Write for data sheet and AIA folder, and details on L-M Lighting Application Service for architects and builders. Call the nearest L-M office—or mail the coupon.

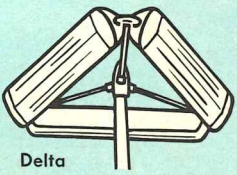
SOME OTHER L-M OUTDOOR LIGHTING



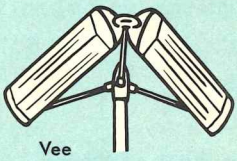
SUBURBANAIRE: Highly efficient reflector with open-type glass refractor; high light level with minimum maintenance. For streets, parks, farmyards, shopping centers, parking lots. Seven IES light patterns; mercury or incandescent; photocell available.



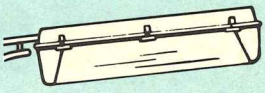
OVALITE: New mercury unit with self-contained ballast. Three light patterns; adjustable for high or low angle. For high intensity illumination of highways, toll gates, parking areas and roadways, streets, plants, railroad platforms and yards.



Delta

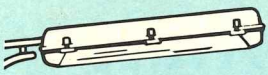


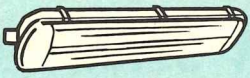
Vee



Deep

Shallow





Floodlight

L-M FLUORESCENT LUMINAIRES: L-M offers the most efficient optical systems in fluorescents, and the widest variety of application designs. Here is fluorescent lighting at its best, for efficiency and appearance, and for suitability in meeting the lighting need.

Contact any L-M office listed on other side of this flap—or

MAIL THIS COUPON

LINE MATERIAL INDUSTRIES, Milwaukee 1, Wisconsin

In Canada: CLM Industries, McGraw-Edison Canada Ltd., Toronto 13, Canada

Please send me, without obligation, data sheets on

☐ Lawn-Glo ☐ PTL ☐ Suburbanaire
and name of nearest distributor

☐ Please have your lighting engineer contact me.

Name _____

Title or Position _____

Company _____

Address _____

City _____ State _____